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TO: Commissioner of Patents
 FAX NO.: 703-872-9306
 FROM: Eamon J. Wall
 DATE: February 1, 2005
 MATTER: Serial No. 09/737,841 Filed: December 14, 2000
 DOCKET NO.: DIVA/308 (SEDN/308)
 APPLICANT: Donald F. Gordon, et al

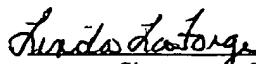
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PTO/SB/21 (09-04)

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| Application Number | 09/737,841 |
| Filing Date | December 14, 2000 |
| First Named Inventor | Donald F. Gordon et al. |
| Art Unit | 3623 |
| Examiner Name | Romain Jeanty |
| Total Number of Pages in This Submission | Attorney Docket Number DIVA/308 (SEDN/308) |

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| <input type="checkbox"/> Fee Attached | <input type="checkbox"/> Licensing-related Papers | <input type="checkbox"/> Appeal Communication to Board of Appeals and Interferences |
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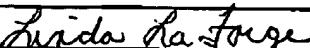
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Printed Name Eamon J. Wall

Date 2/1/05 Reg. No. 39,414

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Typed or printed name Linda LaForge

Date 2-1-05

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PAGE 2/13 * RCVD AT 2/1/2005 2:23:37 PM [Eastern Standard Time] * SVR:USPTO-EFXRF-1/1 * DNIS:8729306 * CSID:732 530 9808 * DURATION (mm:ss):04:36

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| TRANSMITTAL FORM <i>(to be used for all correspondence after initial filing)</i> | | Application Number | 09/737,841 |
| | | Filing Date | December 14, 2000 |
| | | First Named Inventor | Donald F. Gordon et al. |
| | | Art Unit | 3623 |
| | | Examiner Name | Romain Jeanty |
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| ENCLOSURES (check all that apply) | | |
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| SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT | | | |
| Firm | Moser, Patterson & Sheridan, LLP | | |
| Signature |  | | |
| Printed Name | Eamon J. Wall | | |
| Date | 2/1/05 | Reg. No. | 39,414 |

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| Typed or printed name | Linda LaForge |
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PATENT APPLICATION

Applicant(s): **Donald F. Gordon et al.**
Case: **DIVA/308** Group Art Unit: **3623**
Serial No.: **09/737,841** Filed: **December 14, 2000**
Examiner: **Jeanty, Romain**
Title: **METHOD AND APPARATUS FOR COLLECTING AND
REPORTING CONSUMER TREND DATA IN AN INFORMATION
AND DISTRIBUTION SYSTEM**

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the date indicated below.

2-1-05
Date

Donald F. Gordon

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P.O. Box 1450
Alexandria, VA 22313-1450

SIR:

RESPONSE UNDER 37 C.F.R. 1.111

This is in response to the Office Action mailed November 2, 2004.

The Commissioner is authorized to charge any fees due, including additional extension of time fees, required to make this filing timely and complete to Applicants' attorneys' Deposit Account No. 20-0782/SEDN/308.